

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Frank Alfieri

DATE: June 8, 1995

FROM J. Yvette Robinson/Event Marketing

SUBJECT: Event Fact Sheet for the Country Jam USA

Marlboro Community Event Marketing will be a participant at the Country Jam USA on June 22 through June 25, 1995. Specific information is as follows:

EVENT: Country Jam USA

DATES: June 22-25, 1995

TIME:
Thursday - 4pm-midnight
Friday - 10am-10pm
Saturday - 10am-10pm
Sunday - 10am-10pm

LOCATION: Grand Junction, CO

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ACTIVITIES: ~

As the exclusive tobacco sponsor, MARLBORO will have a major presence at this event and receive the following:

- The exclusive right to conduct name generations activities and branded incentive distribution to smokers 21 years of age and older at the Event. All distribution activities will be conducted from four 10' x 15' promotional locations at the site of the Event to be mutually agreed upon by the parties;
- Six one-day complimentary general admission tickets to the Event;
- Eight four-day complimentary general admission tickets to the Event;
- The right to hang two banners or other signage on or around the designated promotional locations and at other locations at the site of the Event to be mutually agreed upon by the parties; and
- The right to recognition in media and print advertising placed in connection with the Event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or MARLBOROprovided, that the approval is effected on a timely basis.

MANPOWER:

Phoenix Marketing, Inc. will handle all on-site execution of Marlboro activities.

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Should you have any questions or concerns, please feel free to contact me at 212/878-2360.

cc: S. Anderson
R. Anise
I. Broeman
D. Cohen
J. Fontanez
G. James
K. McGrath
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S. Sampson
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